

PTO/SB/21 (08-03)

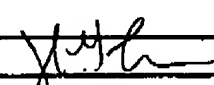
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TRANSMITTAL FORM (to be used for all correspondence after initial filing)	Application Number	09/628,465	RECEIVED CENTRAL FAX CENTER AUG 06 2004 OFFICIAL
	Filing Date	07-31-2000	
	First Named Inventor	Haitzuka	
	Art Unit	3622	
	Examiner Name	Young, John L	
Total Number of Pages in This Submission	5	Attorney Docket Number	U000-P02008US

ENCLOSURES (Check all that apply)		
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Remarks		

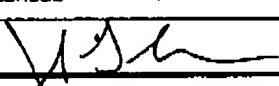
SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

Firm or Individual name	SoCal IP Law Group
Signature	 54,732
Date	August 6, 2004

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Appl. No. : 09/628,465 Confirmation No. 5552
Applicant : Haitzuka
Filed : 07-31-2000
TC/A.U. : 3622
Examiner : Young, John L.
Docket No. : U000-P02008US
Customer No. : 33356

OFFICIAL

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Statement of the Substance of Telephone Interview of June 15, 2004

Dear Sir:

In response to the Office Communication of July 13, 2004, the statement of the substance of the telephone interview of June 15, 2004 is listed below.

Identification of Claim discussed:

Claim 1.

Identification of Specific Prior Art Discussed:

Merriman (USP 5,948,061) and Gerace (USP 5,848,396).

Appl. No. 09/628,465
Amdt. Dated 8/6/2004
Response to Office communication dated 07/13/2004

Identification of the Principal Proposed Amendments:

A method of providing an advertisement-related electronic presentation to a user of an online service, and tracking user response, ~~the user using a client application on a local device to access an online server associated with the online service, wherein the online service displays an advertisement to the user on behalf of a sponsor,~~ the method comprising:

~~the online server~~ a client application on a local device obtaining personal profile information from the user;

the client application causing an advertisement to be displayed on the local device;

the client application monitoring if the user performs a click-through on the advertisement,
wherein the client application is not a browser application;

the user performing a click-through on the advertisement;

the client application creating and locally storing a click-through record, the click-through record including the time the user performed the click-through, the date the user performed the click through, geographic location data of the local device, an advertisement identifier code associated with the advertisement, a user identifier code associated with the user, and a sponsor identifier code associated with the sponsor;

the client application transmitting a notification signal to the online server notifying the online server that the user clicked on the advertisement, wherein the notification signal includes the advertisement identifier code and the user identifier code;

~~the online server~~ client application receiving one or more resource locators based on a selection protocol associated with the advertisement, using the personal profile information, and the advertisement identifier code to identify one or more resource locators according to a selection protocol associated with the advertisement;

~~the online server transmitting a signal to the client application identifying the one or more resource locators;~~

the client application causing the local device to access one or more resources associated with the one or more resource locators.

Appl. No. 09/628,465
Amdt. Dated 8/6/2004
Response to Office communication dated 07/13/2004

Brief Identification of General Thrust of Principal Arguments Presented to the Examiner:

The Practitioner stated that the claimed feature, "the client application transmitting a notification signal to the online server notifying the online server that the user clicked on the advertisement" is not akin to "handshaking signals used in computer networking/communications," as the Examiner contended was inherently shown by Merriman (1:28-45, the ABSTRACT, FIG. 1, FIG. 3A, and 1:6-11).

The Practitioner proposed the claim with the feature, "the client application creating and locally storing a click-through record, the click-through record including the time the user performed the click-through, the date the user performed the click through, geographic location data of the local device, an advertisement identifier code associated with the advertisement, a user identifier code associated with the user, and a sponsor identifier code associated with the sponsor." The Practitioner identified that neither Merriman nor Gerace shows or teaches this feature.

The Practitioner proposed the claim with the feature, "the online-server client application receiving one or more resource locators based on a selection protocol associated with the advertisement, using the personal profile information, and the advertisement identifier code to identify one or more resource locators according to a selection protocol associated with the advertisement." The Practitioner identified that neither Merriman nor Gerace shows or teaches this feature.

In the Office Action of March 31, 2004, the Examiner contended that Merriman's "affiliate" (see Merriman FIG. 1) is interpreted as a sponsor. The Practitioner stated that the advertiser associated with the advertiser's web site, not the affiliate, is analogous to the sponsor.

General Results or Outcome of the Interview:

The Examiner stated that the discussions would be duly considered following a subsequent amendment. The Examiner stated that the Practitioner may check the status of any subsequent amendment after about a month following the submission of such amendment.

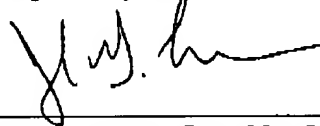
Appl. No. 09/628,465
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Conclusion

In view of all of the above, it is respectfully submitted that the present application is now in condition for allowance. Reconsideration and reexamination are respectfully requested and allowance at an early date is solicited.

The Examiner is invited to call the undersigned attorney to answer any questions or to discuss steps necessary for placing the application in condition for allowance.

Respectfully submitted,



Joel G. Landau, Reg. No. 54,732

Date: August 6, 2004

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